

ENGAGEMENT DRIVES BRAND LIFT

OBJECTIVE: Increase consideration of top hotel brand

FORMAT: CPE Super Pre-Roll

SOLUTION: Use technology to find viewers most likely to engage with and consider the brand.

- Dynamic optimization toward engagement.**
 SE2 technology modeled consumers most likely to engage with the hotel's ad and found more of them. Engagement equals participation with the slate.
- Tremor Video's proprietary in-stream survey** gauged lift in consideration while the campaign was running.

RESULTS: Campaign delivered 6x the industry benchmark for brand lift.

- Key Takeaways:**
 - Even viewers who did not actively engage with the ad were more receptive to the brand message as indicated by the record-breaking lift.
 - Optimizing toward engagement is more effective at finding the right consumer and driving brand lift than traditional audience-based or contextual targeting.

Quick One Question Survey
YOUR VIDEO WILL RESUME AFTER VOTING

The next time you stay at a hotel, how likely are you to stay at Hotel Acme?

Very likely

Likely

Neutral

Unlikely

Very Unlikely

